

INTERNATIONAL BUSINESS COMMUNICATIONS  
1523 NEW HAMPSHIRE AVENUE, N.W. SUITE 200  
WASHINGTON, D.C. 20069-367  
TELEPHONE (202) 387-3002, TELEX 371371 IBC USA

DECLASSIFIED

August 16, 1985

MEMORANDUM FOR : S/LPD - Frank Gardner  
FROM : INSI - Henry Quintero *HQ*  
SUBJECT : Distribution Analysis

Per our conversation of August 14, this memorandum is to request a one time only purchase order contract for the realization of a comprehensive analysis of S/LPD's distribution system.

The proposed analysis is to include the following:

- 1) Evaluation of target audiences by subject or area to assure that the system is as all-inclusive as possible;
- 2) A review of the methods whereby persons or organizations are added to the list, including through their initiative, at the recommendation of third parties, or through S/LPD initiative;
- 3) A thorough evaluation of the content of the existing list to determine major and minor areas of omissions;
- 4) A study of the methods by which print runs are determined and how special distributions are executed. The purpose will be to establish a more systematic, rational basis for the determination of print runs based on real and potential addressees, the subject matter, and other variables.
- 5) An assessment of hardware and software currently in use to determine their compatibility with others in the Department and with potential outside contractors.

DECLASSIFIED

# DECLASSIFIED

- 6) A study of the print runs for each of the major (more than 200) publications during the past year as a means to project the volume of work to be performed in FY-86;
- 7) A review of communications and coordination between S/LPD and FAIM/PS in terms of the time-lag between the submission of a text and the delivery of mail to the post office. The review will pay particular attention to measures to reduce "dead" time when completed work remains unclaimed because of the unavailability of personnel for loading and shipping.
- 8) Attention to other managerial, communications, technical and related matters affecting the efficiency of the system.

We foresee assigning two persons to this task during a one-month period from September 1 to September 30, 1985. One will be an expert in Direct Mail and Distribution, with professional knowledge of the technical aspects of computerized distribution systems. Another will be an assistant to help compile data and produce the recommendations.

The cost for this one-month project is \$5,300.

DECLASSIFIED